



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract # 854843

Schedule Dates 09/18/12-09/24/12
Advertiser Senate Majority PAC (38811)
Agency/T-Code Waterfront Strategies (8116)/154583751
Product Political - US Senate (1176)
Brand SENATE (92552)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name WOOD, SPENCER
Phone/Fax (202) 550-6060 /
CPE 94/100/1796
Account Types National/Political PAC - Agency
Billing Type Standard
Comments SENATE MAJORITY 9/18
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/17/12
Last Modified 09/17/12
Entered By Penne Marsh
CO-OP No
Headline # 06318372
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,612.50
Net Total \$26,137.50
Sales Tax

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	20	\$30,750.00
Grand Total:	20	\$30,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	12:58P- 3:58P (ET)	4		X	X	X	X			4	\$1,100.00	\$4,400.00	Norfolk (WVEC) (WVEC)	PM ROTATION	9/17/12
2.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	12P- 12:57P (ET)	4		X	X	X	X			4	\$1,120.00	\$4,480.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	9/17/12
3.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	5A- 5:58A (ET)	1		X	X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	5AM NEWS	9/17/12
4.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6P- 6:30P (ET)	1		X	X	X	X			1	\$2,600.00	\$2,600.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	9/17/12
5.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	5:58A- 7A (ET)	1		X	X	X	X			1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	9/17/12
6.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6:58P- 7:28P (ET)	1		X	X	X	X			1	\$3,200.00	\$3,200.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	9/17/12
7.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7A- 9A (ET)	1		X	X	X	X			1	\$1,850.00	\$1,850.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/17/12
8.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7:28P- 7:57P (ET)	1		X	X	X	X			1	\$3,800.00	\$3,800.00	Norfolk (WVEC) (WVEC)	JEOPARDY	9/17/12
9.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	9A- 10A (ET)	1		X	X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	9/17/12
10.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	8A- 9A (ET)								1	1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/17/12
11.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	8A- 9A (ET)								1	1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/17/12
12.0	Normal Line / SPOT	09/18/12-09/23/12	4	:30	11P- 11:35P (ET)	1		X	X	X	X	X	X	1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/17/12
13.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	12:58P- 3:58P (ET)		1							1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	PM ROTATION	9/17/12
14.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	12P- 12:57P (ET)		1							1	\$1,120.00	\$1,120.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 9/17
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I, Mike Furman
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	ordered			

Total Charges: \$ 26,137.50	Net
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This broadcast time will be used by: Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

854843

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

M... by P... 700 13th Street, NW Washington, DC 20005 202-335-6143

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation;
 ☐ a committee;
 ☐ an association;
 ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/4/12 _____ 202-335-5700
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted
 ☐ Accepted in Part
 ☐ Rejected
 Penne Marsh Penne Marsh NSC
 Signature Printed Name Title